"A Study on consumer buying pattern towards Global and Local Apparel products in Delhi/NCR"

SYNOPSIS SUBMITTED TO

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SUBMITTED BY

Priya Diwan (MBA, Research Scholar)

UNDER THE GUIDANCE OF

Dr. Munish Nagar (Assistant Professor, Phd., MBA)

1. INTRODUCTION

1.1 BACKGROUND TO THE PROBLEM

According to the reports of CBinsights (May 20,2021) fashion and apparel industry is cyclical, innovative and fast forward moving. It is estimated to be more than $3T with the end of this decade and has proven to be the largest growing industry in the world. Additionally, tech has been added in fashion industry by means of AI and VR. AI algorithms have started predicting style trends and VR mirrors have entered dressing rooms that shaped the consumer buying patterns for various global and local apparel brands.

Apparel Industry is one of the highest symbolic product category because it is highly visible. It also depicts people's lifestyle and their socio-economic status (Bhanot.S, 2013). Designers like Anavila Mishra are looking for a collaboration of Designers and artisans i.e. Global and Local works for changing the landscape of India crafts (Aug 6, 2021). This shows a promising future even for handlooms.

Previously shopping experience was a seasonal concept but now the trend has changed to a leisure activity. Hence, fashion has become fast fashion. Fast fashion no-doubt creates a negative impact on the environment and degrades the quality of the products (Gupta,R. 2019). Thus, it became really important during COVID 19 to study consumer behavior regarding apparel products so as to avoid the negative impacts on the environment (Koch,J. 2020).

1.2 Changing retail markets for Global & Local Brands

Retail showcases in created nations like the US, the Unified Realm, and Japan have arrived at a development stage, depicted by drowsy populace development (Berner, Khermouch, and Pascual, 2001). As an open measure, many retail affiliations are pushing towards generally speaking business regions to guarantee their circumstance. Compared to this, components like movement in advancement, creating GDPs, rising profit, the liberation of the global economic alliance, and joining inclinations of buyers in non-industrial countries have asked worldwide retailers to examine these business areas. Worldwide promoting essentially affects both neighborhood and worldwide brands

present on the lookout. The reality says solid neighborhood brands enjoy the benefit of growing cozy associations with homegrown shoppers, it very well may be incredibly moving for unfamiliar retailers to convince purchasers to utilize their items. Then again, nearby brands are continually compromised by rivalry from worldwide brands in their home (Ger, 1999). Subsequently, unfamiliar and nearby retailers need a key and proactive way to deal with content worldwide. Worldwide retailers should be delicate to nearby requirements and monetary circumstances, as demonstrated by some bombed global retail drives that didn't consider various inclinations among buyers around the world (Keillor, Amico, and Horton, 2001).

REVIEW OF LITERATURE

2.1 Global & Local Brands

Batra et al., (2000) examined whether the brands, perceived as nonlocal (especially from economically developed countries) were attitudinally preferred to brands having local origins. The possible reasons identified for this attitudinal preference from prior literature were status enhancement and perceived quality. The authors also formulated hypotheses for examining the moderating role of (1) admiration towards economically developed countries (AEDC) (2) consumer ethnocentrism (CET) (3) susceptibility towards normative influences (SNI) and (4) product category familiarity on a relationship between consumer attitudes and brands' local or nonlocal origin.

Bandyopadhyay (2001), examined whether Indian consumers have favorable disposition towards foreign brands or not. A structured questionnaire was developed to elicit information on product quality, value, image, promotion, availability and attitude towards each of the country. The product categories selected were household electronics and electrical goods originating from USA, UK, Japan, South Korea, Germany and India.

For retailers to prevail in a neighborhood market, understanding purchaser inclinations for unfamiliar and nearby brands is fundamental. Purchaser inclinations for items made in various nations are affected by the degree of monetary advancement of countries (Schoolar and Sunno, 1971), ethnocentric predisposition (Han and Terpstra, 1988),

different segment qualities of buyers (Hester and Yuen, 1987), item type (Lumpkin and Kim, 1985; Nagashima, 1970), and item commonality (Johansson, Douglas, and Nonaka, 1985). The writing further uncovers that inclination for unfamiliar brands over nearby brands actually go on among purchasers in non-industrial nations like Korea (Sharma, Shimp, and Shin, 1995), China (Batra et al., 2000; Klein, Ettenson, and Morris, 1998), and Poland (Ettenson, 1993). In particular, Batra et al. (2000) tracked down that customers in emerging nations like China, Turkey Vietnam, and Nigeria look for brands from the US as a way to acquire distinction in the public eye. Going against the norm, a few examinations directed in created countries like the US (Nes and Bilkey, 1993), Canada (Hung, 1989), France (Baumgartner and Jolibert, 1977), the Unified Realm (Hooley, Shipley, and Krieger, 1988), and Japan (Nagashima, 1977) present a huge tendency for neighborhood items to unfamiliar items.

2.2 Global & Local Apparel Brands

Organized retail is growing in India since many years and middle, upper class are contributing to foster its growth. This growth is mainly due to the reason of chain stores like shoppers stop and lifestyle (Prasad, 2014).

2.3 Factors affecting consumer behavior

Rajput,Namita, et al. (2012) found in a study that women are aware about the branded apparels and purchase such products occasionally. This study also proved that the buying pattern is shifting more towards malls because of the change in culture. Also, few factors that were found to be more significant are Price, Income, fitting level while few factors were completely insignificant like Status, durability, celebrity endorsement.

Raturi, Sushil & Vikram Parekh (2012) found out factors that have a significant effect on the purchase intention like prestige of National Brand, quality and price while factors like the role of celebrity endorsement were found to be insignificant.

The main drivers of purchase intention for e-commerce transaction focuses on gen Y& Z because they use intuitive use of technology (2013). COVID 19 pandemic leads to a change in online shopping and consumer behavior. In the early stages of the crisis people resorted to panic buying, which further eased out during later stages (Loxton,M. 2020).

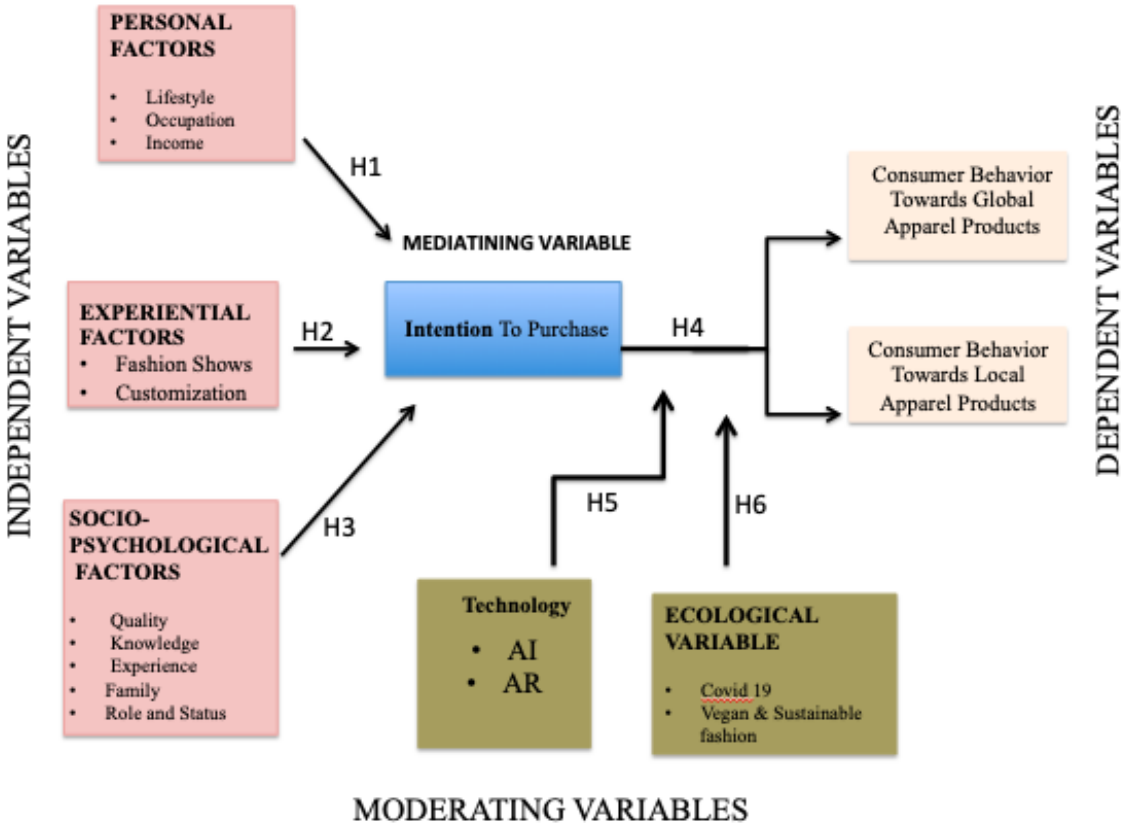
2. OBJECTIVES OF THE STUDY

i. To outline the factors influencing the consumer's purchase decision making towards GLOBAL and LOCAL products

ii. To assess the impact of Personal, Experiential, Socio-Psychological factors on consumer buying behavior of Global and Local Apparel products

iii. To study the moderating effect of Ecological and Technological factors on consumer buying behavior of Global and Local Apparel products

3. NEW THEORETICAL FRAME



4. HYPOTHESIS

H1: Personal factors have an influence on purchase intention towards Global and Local Apparels

H2: Experiential factors has a positive influence on purchase intention towards Global and Local Apparels

H3: Socio-Psychological factors have an influence on purchase intention towards Global and Local Apparels

H4: Purchase intention has a direct influence on consumer buying behavior in respect of Global and Local Apparels

H5: Technology has a moderating effect between purchase intention and consumer buying behavior, in respect of Global and Local Apparel products

H6: Ecological variable has a moderating effect between purchase intention and consumer buying behavior, in respect of Global and Local Apparel products

5. RESEARCH METHODOLOGY

5.1 Research Questions

i. What are the factors that influence the consumer's purchase intention towards Global and Local Apparel products in Delhi/NCR?

ii. Is there any correlation between personal factors and consumer's purchase intention towards Global and local products in Delhi/NCR?

iii. Is there any correlation between experiential factors and consumer's purchase intention towards Global and local products in Delhi/NCR?

iv. Is there any correlation between Socio-Psychological factors and consumer's purchase intention towards Global and local products in Delhi/NCR?

v. Is there any moderating effect of technology between purchase intention and consumer buying behavior, in respect of Global and Local products in Delhi/NCR?

vi. Is there any moderating effect of ecological variables between purchase intention and consumer buying behavior, in respect of Global and Local products in Delhi/NCR?

vii. What is the impact of Vocal for Local Campaign launched by PM Narendra Modi during COVID 19 on Global and Local Apparels in Delhi/NCR?

5.2 **Types of Study**: Three types of research designs will be used-

- **Descriptive Research Design**: to understand the concept and providing detailed information about the factors affecting consumer behavior of Global and Local apparel product consumers
- **Correlational Research Design**: to measure 2 variables and assess the statistical relationship/correlation between them
- **Exploratory Research Design**: to investigate a problem /situation (COVID 19) which is not clearly defined

5.3 **Area of Study**: Delhi/NCR

5.4 **Type of Data**: Primary (Questionnaires filled by the people, Depth interview with experts like academicians and experts) and Secondary Data (Journals, research papers, Books, Newspapers, and online articles)

5.5 **Instrument of Data Collection**: Both adopted and self developed questionnaire will be used

5.6 Sampling:

- **Population of the Study:** Urban consumers from Delhi/NCR purchasing Global or Local Apparels

- **Sample Frame:** South Delhi, North Delhi, East Delhi, West Delhi
- **Sample Size:** <u>When population is Finite:</u>

According to Yamane, 1967

With 95% confidence level and 5% precision

$n= N/1+N(e)^2$

N= 20000

$n=20000/1+20000(0.05)^2$

n=20000/1+20000(0.0025)

n=20000/1+50

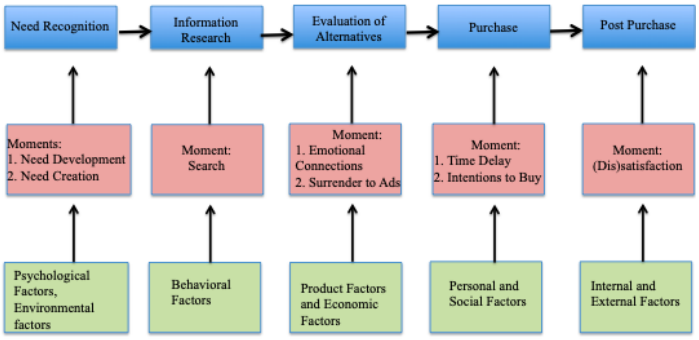
n=20000/51

n=392

- **Sampling Technique-** Snowball Sampling/Simple random sampling

6. DATA ANALYSIS- The statistical program SPSS version 26.0 will be used in this study to perform the statistical analysis. Also AMOS software along with Structural equation modeling will be used to measure the effect of mediating variables, finding confirmatory factor analysis of factors on consumer buying behavior. Correlation analysis will be used to analyze the co-variation between two or more variables for the processing of marketing strategy and buying behavior of consumers.

Objective 1: Conceptual Model



7. EXPECTED CONTRIBUTION OF THE STUDY

This study makes contribution to the area of global-local branding by:

a. Creating and testing a thorough model of worldwide brand buy probability, within the sight of a neighborhood brand by coordinating different develops from three speculations of purchaser conduct viz. Consumer Culture Theory, Signaling Theory and Associative Network Memory Model
b. Specifically, this study investigates the antecedents for building a brand's iconic value and their influence on purchase intentions of consumers. This aids in identifying constructs which influences the iconic status of the brand and subsequently explicates their affect on global brands purchase intentions.

8. FUTURE DIRECTIONS

a. Hypothesized relationships can be tested and compared with other B Cities (viz. Kolkata, Mumbai, Madras etc.) to get a more comprehensive understanding of interplay between global and local apparel brands due to regional and cultural values.

b. Future research can investigate the role of Foreign investments, corporate social responsibility in building brand equity for both global and local apparel brands of fashion industry. It is argued that socially responsible apparel brands are

valued by consumers in developed markets(delhi) but there is no evidence of the same in emerging markets(NCR).

c. Alternative methods can be employed like experimental designs, to study the direct influence of perceived brand authenticity and consumer cosmopolitanism on purchase intentions for both global and local brands.

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